

Apperson "Jackrabbit"

WE are delighted with the Show of 1913 and believe there has never been a better one for business. The Apperson car has had substantial sales this week and we are more than satisfied. We were prepared for a large trade, but did not expect such a big business as came our way. This Show has proven its worth in a hundred ways. It has proven the Apperson "Jackrabbit's" worth to thousands of people.

APPERSON JACKRABBIT AUTOMOBILE CO.
J. H. De Jong.

Hupmobile "32"--Pathfinder

AT the 1912 Show we offered the Hupmobile long stroke "32" for the approval of the public and that approval has been won. This year, after searching the country over to find a car that we might offer and safely guarantee to those wanting a larger car at a popular price, we decided upon the Pathfinder. The merit of this remarkable car will, within the year, make the Pathfinder as popular in its class as the Hupmobile has become in its field.

W. L. HUFFMAN AUTOMOBILE CO.

The Cadillac Car

"TO find the busiest booth at the Automobile Show, look for the Cadillac." That was our saying before the Show and during the week it was borne out. Of an educational character our exhibit taught many the principles of motor car construction and operation. In addition, we emphasized the service feature that goes with every new Cadillac and lasts its lifetime. Its numberless owners in Omaha and surrounding territory are our references. We feel that we proved conclusively the absolute superiority of the Cadillac car over any other car selling at near its price. Our business was good, the orders came freely and we are pleased.

THE CADILLAC CO. of Omaha,
George F. Reim, President.

Chalmers--Pierce-Arrow

THE keen interest shown in these two lines at all times was clearly evidenced by the large number of motor car enthusiasts who spent much time at our exhibit. All who remained long enough, and most people did, were shown the accuracy and precision with which each part going into the Chalmers car is fitted. They were shown our method of balancing, by means of delicate scales, the parts that go in pairs; and how the vital parts of the engine are measured down to one five-thousandth of an inch before they are pronounced perfect, all of which went as evidence of the reason for the long life and low up-keep cost on every Chalmers car. That the public believes in this line was shown by the very satisfactory business we did during the past week.

STEWART-TOOZER MOTOR CO.

Inter-state

THE sturdy, honestly constructed Inter-State, for many years made in Muncie, Indiana, had one feature at least that was possessed by no other car at the Show. Of this we are particularly proud. It was a confirmation of our 1912 car's electrical starting and lighting system. As shown in the 1913 model, it is identically the same as was used in 1912. It was perfect then and is perfect now. Not a change has been made. The thousands of expressions of approval of our Inter-State "Six" were most gratifying and the orders received beyond our anticipation.

INTER-STATE AUTOMOBILE CO.
C. S. McKee, Branch Manager.

Buick

THE thousands who viewed and inspected this line went away feeling that no better cars are made. The contracts closed with dealers and the number of individual sales recorded by the Buick assures its popularity for 1913. The success of the Show was phenomenal and its results far reaching.

NEBRASKA-BUICK AUTOMOBILE CO.
Lee Huff, Manager.

Reo Fifth--Little

THE result of a factory specializing exclusively upon one chassis and motor construction was shown last week by the unequalled value offered in the Reo Fifth. Our other line, the Little "Four" and "Six" received a welcome never equalled by that accorded any other car. To actually receive a number of orders for a car without giving a demonstration was the thing accomplished by the Little "Six," while the orders received for the Little "Four" and Reo "Fifth" surpassed more than four times the volume of business we had figured on. The fact that we can still guarantee spring deliveries on early orders placed for these cars is welcome news to scores of buyers. From our standpoint the 1913 Show was the most satisfactory affair we have associated with.

DOTY & HATHAWAY. L. E. Doty.

ANNUAL AUTO SHOW CLOSES

Exhibition Concludes in Crash of Music and Blaze of Color.

DEALERS ARE ALL PLEASED

Visitors Join Salesmen in Declaring Show Successful and in Predicting Unusually Prosperous Year for Auto Industry.

In a crash of music and a blaze of color the automobile show at the Auditorium was closed last night after a short season of many sales and pronounced success in every particular, from the thousands of visitors to the hundreds of sales negotiated by the energetic dealers. It was a carnival night and the spicers caught the carnival spirit of the crowd and told in romantic strains the end of the story of good automobiles, speedy, graceful, high-powered, efficient, inexpensive machines.

While the talks at the auto show ended the discussion will be kept up, for dealers declared at the close of the exhibition that never before had so many people displayed so great an interest in the automobile and that never before had so many sales been consummated.

"This show has certainly been worth the trouble and expense."

"Been great."

"Lots of sales."

"People all seem prosperous."

"Everybody talking automobiles."

"Sales will be far greater than ever before."

"Pleased."

"Fine."

In this manner did the exhibitors sum up the outcome to them of the big show.

Visitors Enthusiastic

Visitors were just as enthusiastic. They said they were sorry to see it close. Some of them said they learned more about the various makes of cars than they would ever have learned, even had they purchased a car from each of the numerous factories.

"Also, it has been a pleasant place to visit, even if we didn't have the price of an automobile, although I happened to have had," said one visitor. "Music, color, good cheer, optimism—that seemed to be the characteristics of the dealers, as well as of the crowds, I've seen here."

"There has been no misrepresentation, either," put in his friend. "Now, there's the fellow sold you that car. He believed it was a fine machine, and told all the good qualities, but he frankly admitted it wasn't as good in some particulars as his competitors. Now that's a new phase of the situation. Probably that's the reason you bought it, eh?"

Everybody felt perfectly satisfied with the result of the show and prophesied of a widespread epidemic of automobilitis at any time since he has been connected with the motor car industry, which dates back to the days of the curve dash motor car. His views are shared by E. E. Butler, his co-worker at the Cole Motor company here in Omaha.

"My observation," Mr. Corkhill said, "is based on an analysis which I make every year at the Automobile show. This year the different automobile dealers had unusually good displays. They put ginger in the makeup of their organization and those who will do the business are the ones who have confidence in their line. For the public today, the motor buying public, know automobile values. Many of them know more about motor car values than dealers themselves. This is a paramount fact in motor car purchasing."

"The best indication that the automobile dealers of Omaha and the middle west are going to have the biggest business in their history is found in this and in the Kansas City show that ended a week ago," said C. J. Corkhill, district sales manager for the Cole Motor Car company, who attended both shows.

Mrs. Corkhill is more optimistic than at any time since he has been connected with the motor car industry, which dates back to the days of the curve dash motor car. His views are shared by E. E. Butler, his co-worker at the Cole Motor company here in Omaha.

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JUDGE BAKER REPLIES TO CORPORATION ARGUMENT

(From a Staff Correspondent.)
WASHINGTON, Mar. 1.—(Special Telegram.)—Ben S. Baker, corporation counsel for the city of Omaha, today pleaded the city side in the case of the Old Trust company and the Omaha Electric Light and Power company against the city of Omaha in the supreme court.

The two important points in the case Mr. Baker stated were whether the franchise granted to the company by the city was to be held a perpetual one, and second, whether in either event it allowed the distribution of electric current for heat and power as well as for lighting.

There was no doubt, Mr. Baker declared that the members of the city council which passed the ordinance granting the franchise, did not intend to grant a perpetual franchise. Such could not have been their intention as in his opinion it was bartering away the rights of the city and its people without proper compensation on the part of the company securing the rights conveyed.

Mr. Baker denied also that the electric light company's franchise allowed the generation of heat and power and that such a contention was greatly outside the proper construction of that franchise.

Edgar H. Scott, who made a short closing argument for the electric light company, followed much the same line of argument used by Judge W. D. McHugh in his argument of yesterday.

W. C. Lambert, who was to have assisted Mr. Baker on the part of the city, was too ill to appear. He went to Georgetown hospital this morning suffering with rheumatic fever and while not critically ill, it is probable that he will be unable to leave the hospital for a week. The other Omaha attorneys left for the west tonight.

ROBBERY OF MRS. JENSEN CLEARED BY CONFESSION

WEST POINT, Neb., March 1.—(Special.)—Weakening under the close questioning of County Attorney Hugo M. Nicholson and Detective Leers, Carl Porath, one of the young men in jail here charged with the robbery of Mrs. John Jensen, made a complete confession last evening. In his statement he implicated D. M. Scott as being concerned in a highway robbery at Wisner a short time ago, the details of which have been kept secret.

Prosecutor Nicholson at once swore out a warrant for the arrest of Scott who was taken in charge by the Omaha police last night, and was brought to West Point by Deputy Sheriff Charles C. Malchow this morning.

The mystery surrounding the robbery of the pool hall at West Point on February 3 which crime has also been withheld from the public, was cleared up by the confession of Porath.

Mighty Michigan

ITS first introduction to the Omaha public at an Automobile Show came last week. Its advanced design, high grade construction and beautiful finish, at the price we ask, made it the real sensation of the Automobile Show of 1913. Now that it has made its formal bow to the public, whose expressions of satisfaction convince us that it has met with universal approval, we predict that it will be the popular car that is found on every highway of Nebraska.

MICHIGAN AUTOMOBILE CO.,
O. D. Aldrich.

Cole Automobiles

COLE cars were accorded a most generous reception at the Automobile Show of 1913. This being their first appearance at automobile shows in Omaha. Local and country business was exceptionally large and our exhibit a success from every standpoint. The thousands of out-of-town visitors went away expressing themselves as amply repaid for making the visit.

COLE AUTOMOBILE CO.
C. J. Corkhill.

Studebaker Cars

WE agree with everybody else that the 1913 Show has surpassed any other for sales and attendance. Omaha has never witnessed such a wonderful exhibit. Presenting a new line of cars in the Studebaker "35" and Studebaker "25," we believe we showed a line of unequalled merit. Orders for cars and expressions of approval from the public verify this belief. It has been a great show in every respect and we are delighted with the business we have done.

E. R. WILSON AUTOMOBILE CO.
E. R. Wilson.

Peerless--Franklin--Hudson

WE are proud of the three lines we exhibited at the Show. Proud because each was a leader in its class and proud because visitors invariably realized their merit and supremacy. To comment upon the Show is unnecessary—everyone knows that it was by far the greatest Automobile Show ever held in the West.

GUY L. SMITH.

Rambler

OUR sales, for immediate delivery, of 1913 Ramblers were, without exaggeration, three times as great as what we thought might be safe to estimate. We are therefore highly elated over the outcome of this 1913 Show. Our educational exhibit through which one of the most able automobile experts in the country gave the people a comprehensive story of the manufacture and operating principles of a motor car, did much to help the individual buyer to select his car intelligently, no matter what make he may have decided upon. Of all the Shows at which The Rambler Motor Co. has exhibited, the Omaha Show of 1913 is unmatched for the generous volume of business received.

RAMBLER MOTOR CO.
J. M. Gaffney.

Regal--Detroit

THESE two cars fared more than well at this 1913 Show. The underslung construction of the Regal, the efficiency of which was vividly demonstrated by its position in our booth where it was tilted to a degree of fifty degrees, still remaining safe from turning over even with four passengers added was the wonder of hundreds. The Detroit, with its unmatched specifications and beauty of finish, was royally appreciated by both local and out-of-town visitors to the Show as proven by the business transacted last week.

T. G. NORTHWALL CO.
T. G. Northwall.

The Overland Car

THE Overland has proven a more acceptable machine to the people than ever before—if that is possible. Our model 69T has shown its great popularity by the immense crowd always about it, and the many direct sales it has won.

Especially the dealers have realized its merit and closed large contracts for early delivery.

This year will be the biggest, so far as Overlands are concerned, and the show was truly a winner.

VAN BRUNT AUTOMOBILE CO.
George Van Brunt.